



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held

**Thursday, July 27, 2023 at 10:00 am**

557 E Grand Ave.  
Beloit, WI 53511

**THURSDAY JULY 27, 2023**

|                   | FEB | MAR | APR | MAY | JUN | JUL |
|-------------------|-----|-----|-----|-----|-----|-----|
| <b>CHADWICK</b>   | X   | X   |     | X   | X   | X   |
| <b>DUNKIN</b>     | NA  | NA  | NA  | X   | X   |     |
| <b>EICKSTEAD</b>  | X   | X   | X   |     | X   | X   |
| <b>FENRICK</b>    | X   |     | X   | X   | X   | X   |
| <b>FOX-WILSON</b> | X   | X   | X   |     |     |     |
| <b>HAEDT</b>      |     | X   |     | X   |     | X   |
| <b>KNUEPPEL</b>   | X   | X   | X   | X   |     | X   |
| <b>LEE</b>        |     |     | X   | X   | X   |     |
| <b>RIEMER</b>     | X   | X   | X   | X   | X   | X   |
| <b>SENZ</b>       | X   |     |     | X   |     | X   |
| <b>SCHULTZ</b>    |     |     |     | X   |     |     |
| <b>WOLTER</b>     | X   | X   | X   | X   | X   |     |
| <b>EL-AMIN</b>    | X   | X   | X   | X   | X   | X   |
| <b>SODERBERG</b>  | X   | X   | X   | X   | X   | X   |

**1. Call to Order and Roll Call**

10:07am

Guest: Representative Clinton Anderson

**2. Review and Approval of June 22, 2023 Meeting Minutes**

Motion: Riemer. Second: Senz. Motion carried.

**3. Review and Approval of Financials**

Motion: Eickstead. Second: Haedt. Motion carried.

**4. Review and Approval of BID 2022 Review**

Motion: Eickstead. Second: Fenrick. Motion carried.

**5. Updates**

**a. Promotions – El-Amin and Knueppel reported the following . . .**

- i. Beloit Farmers' Market – Attendee count for June 24 is 3987 and July 22 is 4362. One more count coming in August. Also, one survey has been completed and we will conduct one more this year.
- ii. Fridays in the Park – 190 meals served last week. Our average this year is 185.
- iii. Street Dance – Still need volunteers. Walnut Creek donated koozies that we will sell for \$3.
- iv. Oktoberfest – Looking for more non-profits to have games and/or food.

**b. Economic Vitality – Eickstead reported the following . . .**

- i. Business/Property Owner Meeting – The committee voted to pause these meeting for now. The After Hours Spotlight may replace it altogether. Will still plan something for a Holiday Party.
- ii. Business Updates Open properties – behind Beloit Daily News, Pig Iron Pub Grub, the BMO building and Cozy Bin old building. Autumn Moon is rented by Absolutely Alluring and Fresco Fajita House may be rented. Domenico's will re-open as Greenfire Wisconsin.
- iii. Business Spotlight – Shauna was only given about 20 businesses so she is working on the rest and has been going well. We will get to all businesses by the end of the year.
- iv. After Hours Spotlight – 5BAR had about 20 attendees. Always & Forever is scheduled for August 8.

**c. Design – Senz reported the following . . .**

- i. Façade & Sign Grants – La La's and Absolutely Alluring's building owner will be doing some work on the façade. Approval for \$1000 each.
- ii. City Applications – BMO is rebranding and removing Harris from their name, so they will be updating signs.

**6. Executive Director's Report – El-Amin reported the following . . .**

- a. Discussed fundraising plan. Board also believes there should be a mailed/hard copy component to the appeal to make sure people see it. Shauna is also asking for Board testimonials on what DBA means for their business.
- b. Hosted PBS Wisconsin as they are doing a segment on Beloit called Hometown Stories.
- c. WEDC update was given on what is required of board members in order for our accreditation points.

**7. Adjourn**

11:16 am

Motion: Senz. Second: Riemer. Motion carried.

Respectfully submitted by Kelly Eickstead.